

Inside & Out

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COMPAQ NEWS

VOLUME 6, ISSUE 7

Compaq announces...

The COMPAQ DESKPRO 386s, offering 386 performance and 32-bit processing at new low prices for a wide range of tasks, including desktop publishing applications. The company's three new products were introduced with the theme, "Extending the Lead," as images of dance performances highlighted the products' high performance features on announcement materials. Story, page 3.

Special issue



COMPAQ PERFORMANCE

*Extending
the Lead*



Compaq announces...

The COMPAQ DESKPRO 386/25, the fastest and most powerful personal computer currently available, meeting users' needs for a wide range of demanding applications ranging from multi-user tasks to computer-aided design (CAD). Story, page 2.



Compaq announces...

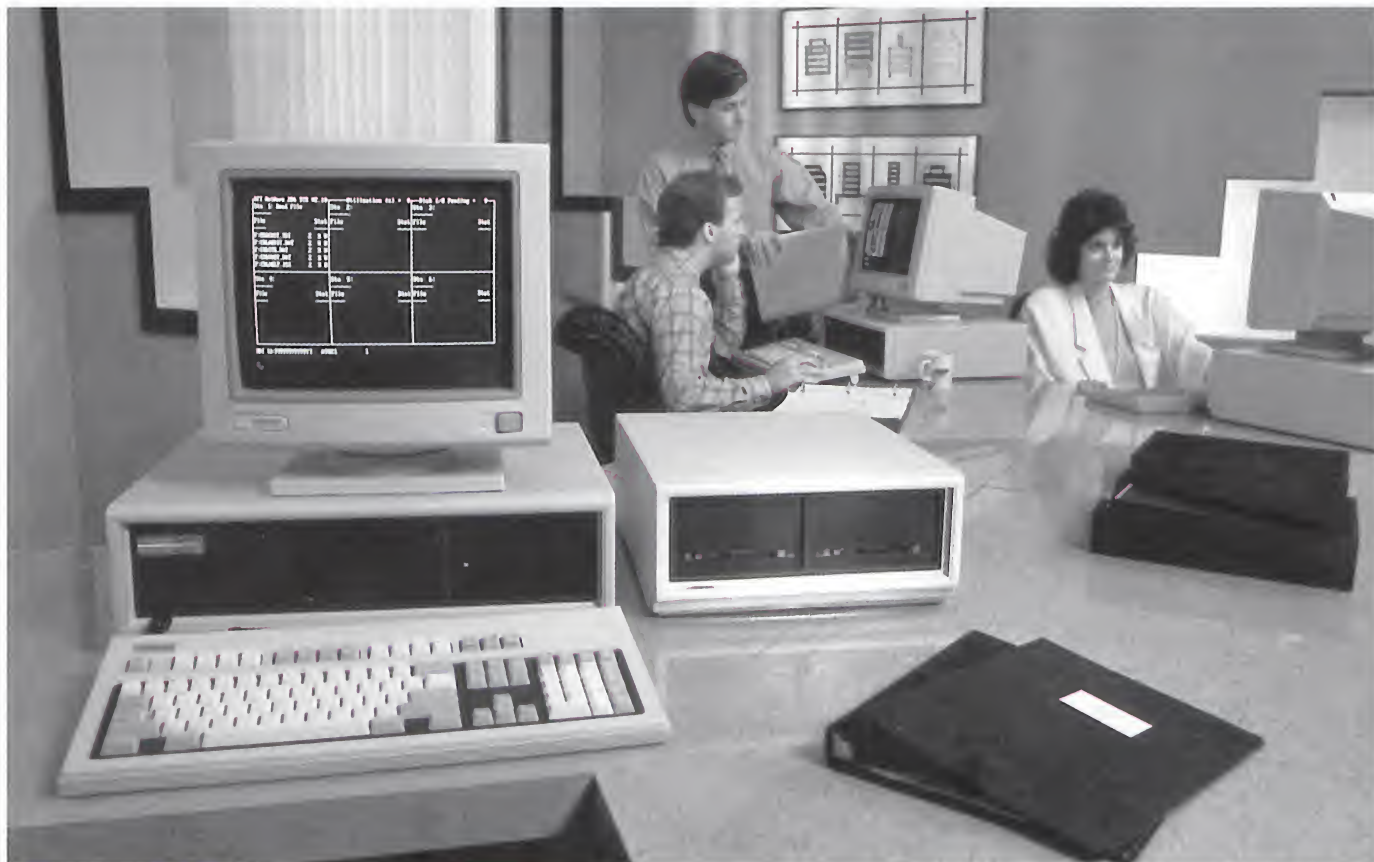
The COMPAQ 300-/600-Megabyte Fixed Disk Drive Expansion Unit as a new option with the potential to offer a gigabyte of storage and serve a wide range of user environments. Story, page 4.

Compaq receives...

The Presidential "E" Award for excellence in exports and export sales. Compaq President Rod Canon, left, recently accepted the award from President Ronald Reagan in ceremonies at the White House Rose Garden. At center is Ann McLaughlin, secretary of the U.S. Department of Labor. Story, page 6.



Compaq announces new international



The COMPAQ DESKPRO 386/25 with its optional expansion unit is ideal for networking applications

COMPAQ DESKPRO 386/25: Most powerful personal computer now available

Compaq Computer Corporation today introduced and announced it has begun shipments of two models of the COMPAQ DESKPRO 386/25, the most powerful personal computer available in the world today.

To achieve its speed and power the COMPAQ DESKPRO 386/25 combines Intel's most advanced 80386 processor, the new 25 MHz Intel 386, with the Compaq Flex Architecture, which makes use of the 25 MHz Intel 82385 cache memory controller operating with its own high speed static RAM. The COMPAQ DESKPRO 386/25 can be equipped with up to 1.2 gigabytes of fixed disk drive storage when used with new COMPAQ 300-/600-Megabyte Fixed Disk Expansion Units.

The Model 300 features a 300-megabyte fixed disk drive and has a suggested resale price of \$13,299 (US); the Model 110 has a 110-megabyte fixed disk drive and has a suggested resale price of \$10,299 (US).

Speaking at a New York press conference, Rod Canion, Compaq President, said, "Since we started the 386 revolution with the COMPAQ DESKPRO 386, many have tried to catch up. But Compaq has continued to lead the industry by delivering new products with the latest advances in 386 technology and performance."

Canion pointed out that for 1987, Compaq commanded an 80 percent share of the market for all 80386-based PC units sold through U.S. computer dealers, according to StoreBoard.

Canion said, "The Flex architecture was first used in the COMPAQ DESKPRO 386/20, and unleashes the high performance of the newest and fastest technologies as they become available. The COMPAQ DESKPRO 386/25 offers a significant speed advantage over other PCs, not just because of its faster clock rate, but also because of the greater throughput possible from the balancing and optimization of all the subsystems with the Compaq Flex architecture."

Canion added that first shipments of the COMPAQ DESKPRO 386/25 have already been made to Authorized COMPAQ Computer Dealers worldwide.

The COMPAQ DESKPRO 386/25 runs up to 60 percent faster than 20 MHz non-cache 80386-based systems, such as the 20 MHz IBM PS/2 Model 80-111 and the recently-introduced PS/2 Model 70-121. The COMPAQ DESKPRO 386/25 is not only more powerful than any other

personal computer currently available but also outperforms many minicomputers and engineering workstations. At the same time, due to the concurrent memory/peripheral buses that are a key feature of the Flex architecture, the COMPAQ DESKPRO 386/25 runs today's most popular 8-/16-bit add-in boards and peripherals designed for industry standard personal computers.

The COMPAQ DESKPRO 386/25 sets a new performance standard for 386 computers

The COMPAQ DESKPRO 386/25 runs the thousands of MS-DOS, Microsoft Windows/386 and UNIX/XENIX applications designed for industry-standard personal computers, and will run new applications designed for Microsoft Operating System/2, and upcoming versions of UNIX/XENIX operating systems.

Other high-performance features of the COMPAQ DESKPRO 386/25 include up to 16 megabytes of high-speed 32-bit RAM, buffered fixed disk drives with 1:1 interleave and average access times below 20 milliseconds, optional 16-bit video graphics controller with 50 percent greater performance than IBM PS/2 VGA

New COMPAQ desktop computers were unveiled at a New York press conference today, offering new advancements in technology:

— The world's fastest and most powerful personal computer currently available, the COMPAQ DESKPRO 386/25 is also faster than many mini-computers and engineering workstations.

— The COMPAQ DESKPRO 386s combines 32-bit processing with advanced, integrated features to deliver 386 performance, but at lower prices usually found for 286 computers.

and sockets on the system board that allow installation of both the new 25 MHz Intel 80387 and the new 25 MHz Weitek 3167 coprocessor options.

In comparison with the IBM PS/2 Model 70-121, the COMPAQ DESKPRO 386/25 provides maximum user flexibility, greater storage capacity and better expansion capability with: six available 8-/16-bit expansion slots; 25 MHz memory expansion up to 16 megabytes without use of an expansion slot; up to 135 megabytes of internal fixed disk drive backup; room for four half-height internal storage devices, including 3 1/2-inch or 5 1/4-inch diskette drives (360 K or 1.2 MB), 40- or 135-megabyte fixed disk drive backup and half-height 110-megabyte fixed disk drives.

The 25 MHz Weitek 3167 coprocessor provides two to three times the performance of a 25 MHz 80387 for specialized applications such as scientific and technical analysis, in a single chip that fits on the system board. This advanced new COMPAQ option will be available from Authorized COMPAQ Computer Dealers in August at a suggested resale price of \$2,599 (US).

Canion concluded that, "The COMPAQ DESKPRO 386/25 is simply the ultimate in 386 computing today. It continues to fulfill the promise of the 386 generation to deliver minicomputer and mainframe levels of performance in a truly general-purpose industry-standard workstation."

Applications for which the COMPAQ DESKPRO 386/25 is ideally suited include: network file server; CAD/CAE; software development; scientific/technical analysis; expert systems; accounting/financial modeling; database management; multi-user host system; and mainframe communications gateway.

Continued on page 4

new products, subsidiary

— In addition, the **COMPAQ 300-/600-Megabyte Fixed Disk Drive Expansion Unit** is a new option for the **COMPAQ DESKPRO 386/25**, **COMPAQ DESKPRO 386/20** and **COMPAQ DESKPRO 386**. The unit serves networking, multi-user environments and specialized applications requiring large amounts of data storage.

Compaq President Rod Canion also announced the establishment of a new international subsidiary in Belgium, the company's 13th firm outside the U.S.



The COMPAQ DESKPRO 386s

COMPAQ DESKPRO 386s:

New technology, advanced features at competitive price

Compaq Computer Corporation today introduced the COMPAQ DESKPRO 386s, a 32-bit personal computer that combines new Intel 386SX microprocessor technology with advanced, integrated features to deliver better performance than 80286-based personal computers at a competitive price.

The COMPAQ DESKPRO 386s is the first personal computer to use the new 16-MHz Intel 386SX microprocessor, and is the new entry-level 80386 personal computer in the line of high-performance COMPAQ personal computers. The COMPAQ DESKPRO 386s delivers 80386 technology to a broad range of general business personal computer users for the first time. It includes standard features such as a high-performance VGA graphics controller, which delivers 50 percent better performance than IBM PS/2 personal computers, in an innovative, new small-footprint design. Suggested U.S. resale prices of the COMPAQ DESKPRO 386s Models 1, 20 and 40 are \$3,799, \$4,499, and \$5,199, respectively. First shipments of the COMPAQ DESKPRO 386s have already begun to Authorized COMPAQ Dealers worldwide.

The 16-MHz 80386SX-based COMPAQ DESKPRO 386s Models 1, 20 and 40 provide greater overall storage capacity, better expansion capability, and from 35 to 60 percent better system performance over 10 MHz 80286-based personal computers including the IBM PS/2 Model 50 Z. The COMPAQ DESKPRO 386s runs the current software developed for MS-DOS, Microsoft Windows/386 and Microsoft Operating System/2. A key feature of the COMPAQ DESKPRO 386s is its ability to run future software programs being developed specifically for

32-bit 80386-based personal computers, which 80286-based computers cannot run. The 80386 architecture, greater performance and competitive price of the COMPAQ DESKPRO 386s make the system a better basic OS/2 workstation than 80286-based systems such as the IBM PS/2 Model 50 Z. In addition, all models of the COMPAQ DESKPRO 386s can accept popular industry-standard 8-/16-bit add-in boards and peripherals. "The COMPAQ DESKPRO 386s makes 80386 technology available to a larger group of general business users while broadening the market for 80386-based personal computers," said Rod Canion, Compaq President. "This advancement in 80386 technology combines the benefits of access to 80386-based applications with the flexibility and usefulness of a truly general-purpose industry-standard workstation, as well as providing significantly advanced performance with the huge base of today's industry-standard software."

The COMPAQ DESKPRO 386s is the first personal computer to use the new 16-MHz Intel 386s microprocessor

Speaking at a New York press conference today, Canion added, "Users who have considered moving up to an 80286-based personal computer now have an affordable and superior alternative with the 80386-based COMPAQ DESKPRO 386s."

Advanced technology

The 16-MHz Intel 386SX microprocessor in the COMPAQ DESKPRO 386s represents a breakthrough in 80386 technology. The new 80386SX processor makes available more affordable 80386 computing through advances in process and packaging which reduce cost. Compaq worked closely with Intel Corporation to bring this technology to market first. The COMPAQ DESKPRO 386s represents a continuation of the close relationship existing between Compaq and Intel to quickly supply innovative new solutions to business personal computing.

The 80386SX is a 32-bit microprocessor that incorporates a high-speed 16-bit data path to system memory. The performance of the 80386SX processor is optimized in the COMPAQ DESKPRO 386s by using enhanced-page memory that is accessed through this high-speed data path. The COMPAQ DESKPRO 386s also accepts an optional 16 MHz Intel 387SX coprocessor to reduce processing time of numeric-intensive business applications such as spreadsheet recalculation.

Maximum throughput of all system components in the COMPAQ DESKPRO 386s is achieved with a concurrent bus design which provides separate data paths for memory and peripherals allowing each to operate at optimum speed without sacrificing compatibility. The concurrent bus design combines a 16-MHz system memory bus matching the 16-MHz speed of the 80386SX microprocessor with an

industry-standard peripheral bus that meets the performance needs of add-on peripherals such as fixed disk drives, video displays, networking cards, communications options and other add-on devices.

The integration of numerous system functions on application-specific integrated circuits and the extensive use of surface mount technology on the system board help make the smaller size of the COMPAQ DESKPRO 386s possible. Components on the system board (such as the video graphics controller, fixed disk drive interface and standard interfaces) leave the four industry-standard expansion slots open, providing ample room for the additional expansion required by a wide variety of general business users. The high-performance VGA graphics controller built onto the system board delivers up to 50 percent faster performance than the VGA graphics in IBM PS/2 personal computers.

Continued on page 5

New subsidiary opens in Belgium

Compaq opened its 13th subsidiary outside the U.S. with today's announcement of Compaq Computer N.V./S.A. in Belgium.

The Belgian operation is under the direction of Zelimir Ilic, Managing Director of the Compaq Europe International organization, headquartered in Munich, West Germany. Eric Janssen serves as Sales/Marketing manager in the Belgian offices.

Compaq now sells and supports its products in 43 nations through a worldwide network of more than 3,000 Authorized Dealers.

The staff of the Belgian operation had its collective hands full as members prepared to launch new products and the new subsidiary on the same day, according to an enthusiastic Walter Van den Bos, Support Engineer in Belgium, who recently came to Houston headquarters for training on the new products.

"Things are really getting exciting," he said. "We have five people on staff now, and will have nine by the end of the month." Compaq had already begun offering its computers in Belgium, and will increase its direct support to Authorized Dealers in that country with the introduction of Compaq Computer N.V./S.A.

COMPAQ DESKPRO 386/25 continued from page 2

Network/LAN needs met with new drive expansion unit

For networking, multi-user environments and specialized applications that require very large amounts of data storage, the COMPAQ 300-/600-Megabyte Fixed Disk Drive Expansion Unit was also announced today as an option for the COMPAQ DESKPRO 386/25, COMPAQ DESKPRO 386/20 and COMPAQ DESKPRO 386.

The Expansion Unit provides a new measure of fault tolerance for personal computer users with local area network operating systems that support disk mirroring and disk duplexing. The unit's compact size of 14 1/2" X 6 2/5" X 16 1/2" also results in a small footprint, a preference for many users.

The optional expansion unit features one high-performance, full-height 300-Megabyte Fixed Disk Drive and is expandable with a second 300-Megabyte option. Up to four 300-Megabyte Fixed Disk Drives can be run simultaneously using two expansion units, allowing more than 1.2 gigabytes of total storage capacity.

"Compaq has led the industry into the 386 generation of personal computing. These products extend that lead by setting two new standards"

The unit also comes with a power supply, its own controller board and a four-foot signal cable. Authorized COMPAQ Computer Dealers worldwide will have this new option in August for a suggested resale price of \$6,999 (US).

The COMPAQ DESKPRO 386/25 also features an override option for its security lock that allows networking and some multi-user systems to power-up or reset even when the server keylock is activated or the keyboard is disconnected.

Other advanced features

All major system components of the COMPAQ DESKPRO 386/25 have been engineered to maximize system performance including memory, data storage and video options.

• **MEMORY** — The COMPAQ DESKPRO 386/25 provides up to 16 megabytes of high-speed 32-bit RAM in one 32-bit expansion slot. The 25 MHz Intel 82385 cache memory controller enables the COMPAQ DESKPRO 386/25 to operate at its full 25 MHz speed on virtually all memory cycles by utilizing 32 kilobytes of 25 ns. static memory, therefore providing zero wait states more than 95 percent of the time.



The COMPAQ DESKPRO 386/25 offers advantages for demanding applications such as computer-aided design (CAD)

The COMPAQ Expanded Memory Manager (CEMM) takes advantage of applications that support the Lotus/Intel/Microsoft (LIM) 3.2 Expanded Memory Specification (EMS) to go beyond the 640 kilobyte MS-DOS memory limitation.

• **DATA STORAGE** — The full-height 300-megabyte fixed disk drive in the Model 300 of the COMPAQ DESKPRO 386/25, and in the COMPAQ 300-/600-Megabyte Fixed Disk Drive Expansion Unit, features an average access time under 20 milliseconds, a 1:1 interleaving factor and a transfer rate of 10 megabits per second.

The 300-Megabyte Fixed Disk Drive's multipurpose ESDI controller integrates diskette, tape and fixed disk drive functions, thereby saving an expansion slot in the COMPAQ DESKPRO 386/25. The drive also incorporates a unique "look-ahead" track buffering feature which has its own 16 K of memory that anticipates sequential disk reads, significantly improving the performance of many applications featuring repetitive data-intensive operations.

The half-height 110-megabyte fixed disk drive in the Model 110 features an average access time of 25 milliseconds, an integrated controller that saves an expansion slot, 1:1 interleave, a 10 megabit per second transfer rate and 32 K of buffer memory. It allows the installation of four internal storage devices, such as two diskette drives (one standard with system) and the half-height 135-megabyte tape back up in addition to the 110-megabyte fixed disk drive.

Used in conjunction with the disk caching software Compaq provides with all its PCs, COMPAQ disk subsystems provide the highest performance available on a personal computer.

• **VIDEO** — The optional COMPAQ VGC display subsystem (COMPAQ Video Graphics Controller and COMPAQ Video Graphics Color and Monochrome Monitors) is fully compatible with the VGA standard yet delivers up to 50 percent faster performance than the IBM PS/2 VGA.

The COMPAQ VGC uses a 16-bit data path, as opposed to the 8-bit path used by most other systems, and its video memory arbitration scheme makes video data immediately available to the display through the most efficient possible utilization of the 25 MHz 80386 processor.

Operating systems

Compaq offers two operating systems for the COMPAQ DESKPRO 386/25: MS-DOS Version 3.3, as published by Compaq, and Microsoft Operating System/2 (MS OS/2) Standard Version 1.0, as published by Compaq.

MS-DOS Version 3.3, as published by Compaq, allows for logical fixed disk drive sizes, or files, as large as the capacity of the fixed disk drive and removes the typical limitation of 32 megabytes for partitions. This capability is particularly important in network file server applications.

MS OS/2 Standard Version 1.0, as published by Compaq, is a single-user, multitasking operating system for 80286- and 80386-based PCs that is fully compatible with new applications being developed for MS OS/2 Standard Edition 1.0.

Many third party operating systems/environments are widely available for the COMPAQ DESKPRO 386/25, among them Microsoft Windows/386. A few of the multi-user choices include: SCO XENIX 386 System V from the Santa Cruz Operation, Inc.; 386/ix from Interactive Systems Corporation; Concurrent DOS 386 from Digital Research, Inc.; and Pick Operating System from Pick Systems.

Standard features

Standard features on both the Model 110 and Model 300 of the COMPAQ DESKPRO 386/25 include: one 5-1/4-inch 1.2-Megabyte Diskette Drive; one Megabyte of 32-bit RAM; six Expansion Slots (four 8/16-bit, two 8-bit); Parallel Interface; Asynchronous Communications Interface; Real-Time Clock/Calendar; Security Lock; COMPAQ Enhanced Keyboard; 192-Watt Steady State Power Supply; COMPAQ Expanded Memory Manager (CEMM); Disk Cache Software; and Full One-Year Limited Warranty.

Options

New options for the COMPAQ DESKPRO 386/25 include: 25 MHz Weitek 3167 Coprocessor; 25 MHz 80387 Coprocessor; COMPAQ 300-/600-Megabyte Fixed Disk Drive Expansion Unit; 300- and 110-Megabyte Fixed Disk Drives; and COMPAQ DESKPRO 386/25 Technical Reference Guide.

Existing options for the COMPAQ DESKPRO 386/25, introduced with the COMPAQ DESKPRO 386/20, include: 4-Megabyte 32-bit Memory Module; 1-Megabyte 32-bit Memory Module; 4-Megabyte 32-bit System Memory Board; 5-1/4-inch 1.2-Megabyte Diskette Drive; 5-1/4-inch 360-K Diskette Drive; 3-1/2-inch 1.44-Megabyte Diskette Drive; 135-Megabyte Fixed Disk Drive Backup (tape); 40-Megabyte Fixed Disk Drive Backup (tape); Asynchronous Communications/Parallel Printer Board; COMPAQ Video Graphics Color Monitor; COMPAQ Video Graphics Monochrome Monitor; COMPAQ Dual-Mode Monitor (Green or Amber); COMPAQ Video Graphics Controller Board; Video Display Controller Board; 135-megabyte Tape Cartridges (DC 600XTD); 40-megabyte Tape Cartridges (DC 2000); MS-OS/2 Diskettes and Reference Guides; MS-DOS/BASIC Version 3.3 Diskettes and Reference Guides; and COMPAQ Video Graphics System Technical Reference Guide.

COMPAQ DESKPRO 386s continued from page 3

All models of the COMPAQ DESKPRO 386s come standard with one megabyte of enhanced-page memory and are expandable to up to 13 Megabytes with high-speed memory modules. Also included is the COMPAQ Expanded Memory Manager (CEMM), which supports the Lotus/Intel/Microsoft (LIM) Expanded Memory Specification enabling applications to access memory beyond the MS-DOS limitation of 640 kilobytes.

Flexibility

The COMPAQ DESKPRO 386s offers affordable 80386 technology to general business personal computer users through a streamlined, small-footprint desktop design that can accommodate more disk storage and memory expansion than most computers of its size. The COMPAQ DESKPRO 386s offers the advanced flexibility to allow up to 220 Megabytes of fixed disk storage, up to 13 Megabytes of random access memory (RAM) accessible via a high-speed memory expansion slot, up to 135 Megabytes of internal fixed disk drive backup, a 16-MHz 80387SX coprocessor socket, room for four internal storage devices and four available 8-/16-bit expansion slots.

The COMPAQ DESKPRO 386s can accommodate up to four internal storage devices, providing enough storage and backup capability required by demanding business environments. A variety of mass storage devices, including 3 1/2-inch or 5 1/4-inch diskette drives, 40- or 135-Megabyte fixed disk drive backup and

up to two fixed disk drives, provide the most flexibility available in a desktop computer of its size. A 20- or 40-Megabyte Fixed Disk Drive is standard in the COMPAQ DESKPRO 386s Models 20 and 40, respectively, each with an access time of less than 29 milliseconds. The optional 110-Megabyte Fixed Disk Drive features access times of less than 25 milliseconds. The 40- and 110-Megabyte Fixed Disk Drives feature 1:1 interleaving and all fixed disk drives include an integrated controller, saving an expansion slot.

"Users who have considered moving up to an 80286-based personal computer now have an affordable and superior alternative with the 80386-based COMPAQ DESKPRO 386s"

The COMPAQ DESKPRO 386s provides support for up to two diskette drives and up to two fixed disk drives, allowing users greater flexibility for a wide variety of media storage needs. Disk caching software, provided for all COMPAQ fixed disk drives, increases performance and productivity by providing faster access to frequently requested information.

Additional integrated features include a high-performance fixed disk drive interface, an auxiliary input interface for use with a mouse or other pointing devices



Members of the Houston Ballet were subjects for the artwork which carried out the company's announcement theme. Shown here is Martha Butler, while Gregg Garrett III is featured on the cover

and high-speed asynchronous communications and parallel interfaces for communications and printer connections.

Innovative design

The combination of affordable 80386 technology, optimized system performance and innovative design makes the COMPAQ DESKPRO 386s the ideal personal computer for a wide variety of general business applications including word processing, spreadsheets, databases, project management, presentation graphics, mainframe access, data entry, electronic mail and desktop publishing.

The ergonomically designed COMPAQ DESKPRO 386s has a smaller footprint that, along with its standard 101-key Enhanced keyboard, measures only 22 inches front to back to allow convenient use on smaller work surfaces where other desktop personal computers won't fit. The system unit itself measures 5.9 X 14.8 X 15.8 inches.

Other design features include a front-mounted power switch for easier access, an easily removable system unit cover and front-mounted storage devices that facilitate fast, simple and flexible storage expansion. The COMPAQ DESKPRO 386s is also equipped with keyboard password security software to prevent unauthorized use.

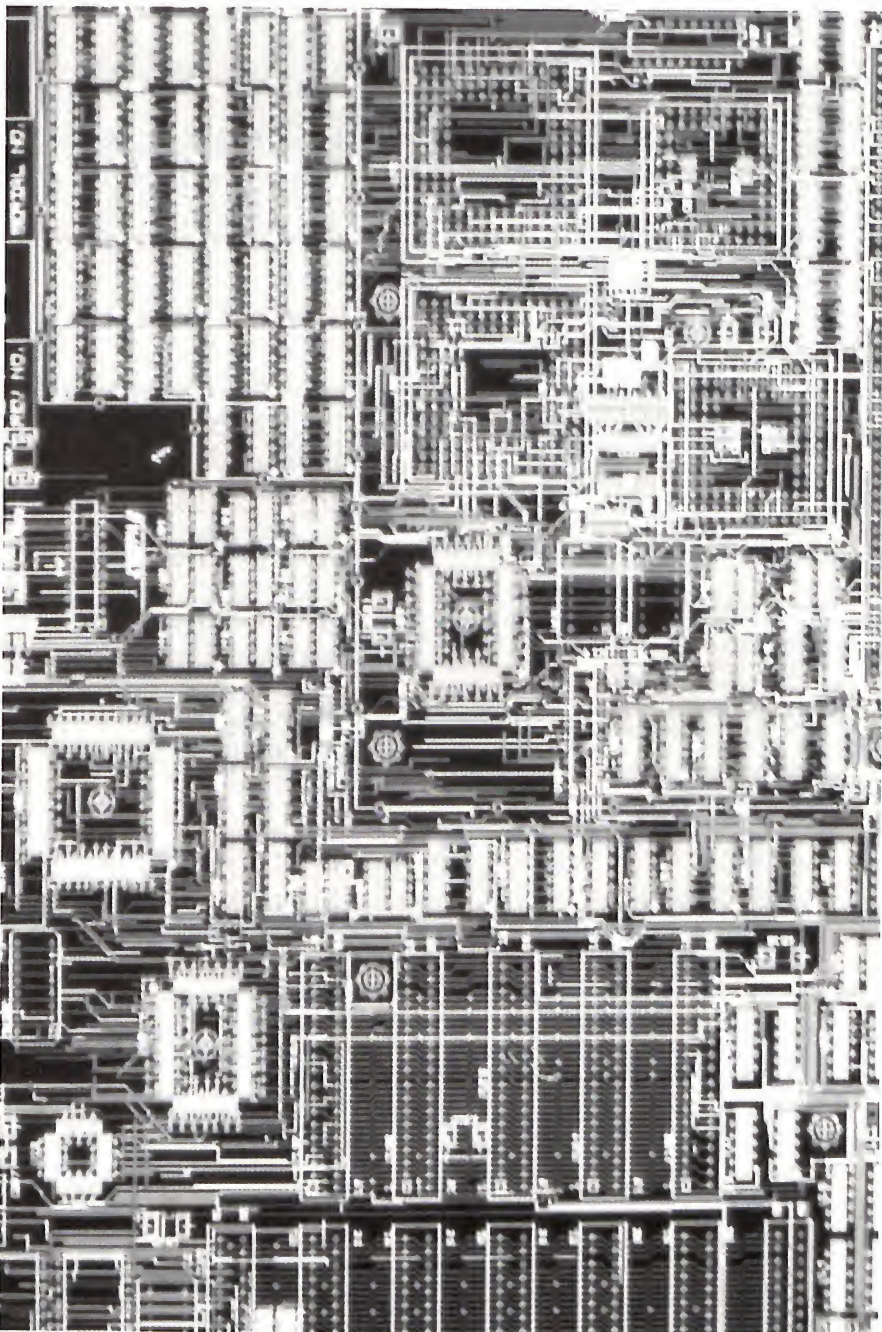
Standard features

Standard features on COMPAQ DESKPRO 386s Models 1, 20 and 40 include: a 16-MHz 80386SX microprocessor; socket for a 16-MHz Intel 387SX coprocessor; one 5 1/4-inch 1.2-Megabyte Diskette Drive; One Megabyte of enhanced-page random access memory (RAM); four available 8-/16-bit

expansion slots; one high-speed Memory Expansion Slot; built-in Video Graphics Controller; parallel, asynchronous communications and auxiliary input interfaces; real-time clock/calendar; security keylock; power-on and keyboard password security software; COMPAQ Expanded Memory Manager software (CEMM); Disk Cache Software; 101-key Enhanced Keyboard; and a full one-year limited warranty.

Options

Options for the COMPAQ DESKPRO 386s include: 16-MHz 80387SX Coprocessor; 1-Megabyte Memory Expansion Board; 4-Megabyte Memory Expansion Board; 1-Megabyte Memory Module; 4-Megabyte Memory Module; additional 5 1/4-inch 1.2-Megabyte Diskette Drive; 5 1/4-inch 360-Kbyte Diskette Drive; 3 1/2-inch 1.44-Megabyte Diskette Drive; 110-Megabyte Fixed Disk Drive; 40-Megabyte Fixed Disk Drive; 20-Megabyte Fixed Disk Drive; 135-Megabyte Fixed Disk Drive Backup (Tape); 40-Megabyte Fixed Disk Drive Backup (Tape); Asynchronous Communications/Parallel Printer Board; COMPAQ Video Graphics Color Monitor; COMPAQ Video Graphics monochrome Monitor; 135-Megabyte Tape Cartridges (DC 600XTD); 40-Megabyte Tape Cartridges (DC 2000); MS-DOS/BASIC Version 3.3 Diskettes and Reference Guides; Microsoft Operating System/2 Standard Version 1.0 Diskettes and Reference Guides; and COMPAQ DESKPRO 386s Technical Reference Guide.



COMPAQ DESKPRO 386/25 system board, shown on color monitor



Compaq President Rod Canion, left, accepts the "E" Award for exports and exports sales from President Reagan during ceremonies in the White House Rose Garden. At center is Ann McLaughlin, Secretary of the U.S. Department of Labor

Compaq receives Presidential 'E' Award

President Ronald Reagan recently presented Compaq with the President's "E" Award for excellence in exports and export sales.

The President honored 12 U.S. companies with various export awards May 23 during ceremonies in the White House Rose Garden. The ceremonies were part of the "Export Now" campaign during World Trade Week.

Compaq President Rod Canion accepted the award for the company.

Reagan discussed U.S. trade progress during the awards ceremony, noting "I have no doubt the Yankee spirit is alive and well."

"We're shipping everything from doughnut makers to locomotives," he said.

The "E" Award was established during World War II for presentation to defense plants in recognition of production excellence. President John F. Kennedy revived the award in 1961, presenting it to U.S. companies making significant contributions to the effort to increase U.S. exports.

Its origin dates back to 1906, when the U.S. Navy stimulated competition in the fleet by conferring "E" pennants on ships excelling in gunnery, engineering and communications.

The "E" Award is presented to manufacturers showing a substantial increase in volume of exports over a four-year period, with exports constituting a significant portion of total product sales.

Also taken into consideration are exports that exceed the industry average and demonstrate breakthroughs in competitive markets, introduce a new product into U.S. export trade, or open a new market.

Final selection of recipients is made by the Secretary of Commerce.

Rose Garden ceremonies

A hot, sticky day greeted the Compaq contingent as its members stepped off the plane in Washington, D.C.

The heat continued through the ceremonies in the Rose Garden. "Let me tell you, it was so hot even my tie got wet," offered Tom Howard, Director of International Marketing, who vowed he wasn't joking. The ceremonies also were attended by Kevin Ellington, Senior Vice President of International Business Development; and Eckhard Pfeiffer, Senior Vice President of International Operations.

Following the 15-minute speech by President Reagan, each company and its president was introduced and the "E" Awards presented, followed by interviews with media representatives. Howard stated he was very pleased that the company received the award, whose emblem can be displayed by Compaq on business materials. Howard indicated the award is held in high regard in international markets, as well as in the U.S.

International growth

Growth in international markets has made a significant contribution to the company's success, which included record

sales of \$1.2 billion in 1987 and record net income of \$136 million. The company achieved more than a billion dollars in annual sales faster than any company in history.

International sales in 1987 were almost triple those of 1986 and contributed 32% of the company's 1987 revenue. Compaq was the fourth-leading supplier of business personal computers to Europe in 1987, up from sixth the previous year.

"With the presentation of the 'E' Award to Compaq, the Commerce Department is focusing attention on the tremendous international growth Compaq has experienced over the past four years," said the company's president. "Since our first international shipment late in 1983, our company's first year of sales, total revenue from export sales has reached \$1 billion," Canion added. "We expect

our international sales to account for more than one-third of our 1988 revenue."

Compaq sells its personal computer products through more than 3,000 Authorized COMPAQ Computer Dealers in 42 countries.

The company employs more than 4,700 people worldwide, including wholly owned overseas subsidiaries in Australia, Canada, France, Germany, Italy, the Netherlands, Spain, Sweden, Switzerland and the United Kingdom.

Compaq is the world's leading manufacturer of portable personal computers and a leading manufacturer of desktop personal computers. The company is also the leading supplier of 80386-based business personal computers.

ACE sponsors baseball trip

The ACE Travel Club is offering a trip close to home: a night of baseball at the Houston Astrodome.

"We'd like to take everyone to see the Astros beat the Dodgers!" said coordinator Liz Scott. The group will travel by bus to the Astrodome in southwest Houston, where they will view the game from skybox seating.

The game is scheduled for Friday, Aug. 5. The group will meet at the front of the Chasewood Bank building at 6 p.m. that night. Anyone interested in the trip is welcome to join the group.

A \$20 cost per person includes bus fare, one skybox ticket, parking, butler service, food and drink. The fee must be paid in advance.

Reservations can be made by calling Bart Bartholomew, 374-5410. If he is not available, call Karin Hummel at 374-7397. All reservations must be made, and fees paid, by July 15.

"We've reserved a lot of tickets," Bartholomew said. "I'd like to encourage everyone to come join us and set a new record for single-company attendance at an Astros game!"

Blood drive set next week

A summer blood drive begins June 27 at Compaq in Houston. The drive is scheduled to help the area Blood Center meet an increased need for blood donations over the Fourth of July holidays.

To make an appointment for donating blood at your workplace, simply contact the coordinator for that site.

Date	Day	Location	Coordinator	Phone#
6/27	Mon.	CCM 1 & 2	Pat Smith	374-1205
6/27	Mon.	Chasewood 1	Melissa Dorr	374-5573
6/28	Tues.	Chasewood 2	Joyce Hillard	374-2701
6/28	Tues.	Sommermeier	Tami Lagow	896-3182
6/29	Wed.	Perry Rd.	Bob Severson	955-3922
6/29	Wed.	Papalote	Metisa Salvador	466-0006
6/29	Wed.	CCW	Paula Hopper	374-2032
			Becky Wald	374-6742
6/29	Wed.	CCM 3	Pat Smith	374-1205
6/29	Wed.	CCA 1	Joanne Ginn	374-1477
6/30	Thur.	CCA 2	Valerie Thrasher	374-1666
7/1	Fri.	CCA 3	Vivian Bierwagen	374-1367
7/1	Fri.	Brookhollow	Alana Wardlow	937-2792
7/1	Fri.	CNB/Willowchase	Johnnia Tarrant	955-3642
7/1	Fri.	CCA 4	Leigh Wilson	374-5456



Larry Roach, front, demonstrates ease of disassembling new COMPAQ computer

New computers get high marks for easy servicing

'Dealer service people have a big impact on sales'

Technical Trainer Larry Roach stood behind a COMPAQ DESKPRO 386s on a training assembly line in Houston as he addressed a group of Compaq U.S. Field Support representatives.

"This computer is so easy to disassemble . . ." he told them.

Okay; how easy is it, Larry?

"It's so easy, you can get into it with a quarter," he said.

Fact. No special tools are needed to get into the machine; you can literally use a quarter from your pocket to remove the cover of this new machine, as Roach proceeded to demonstrate.

Once inside, it's almost as simple.

Although the screws inside do require a screwdriver to loosen, all of the internal components are held in place by only 20 screws, according to Terry Hartley, Product Support Specialist in the Customer Service department.

"Twenty screws and it's completely apart," Hartley confirmed. "Because the screws are all the same size and length, no one will be getting the screws mixed up. It also can be reassembled very quickly. Everything is open and modular."

Ease of service is an increasing concern as computers become more complex. Hard-to-service computers cost Authorized Dealers time and money, and aren't likely

to get strong recommendations from their sales and service personnel.

Compaq has continued to address that concern in design of its increasingly sophisticated computers. The basic unit of the newly-announced COMPAQ DESKPRO 386s has only three to four internal components, depending on the disk drive combination for that particular unit. One module holds the power supply, another the system board, and the disk drives on the remaining one or two. Other configurations may be added for various models, increasing the number of modular units but retaining ease of service, according to Hartley.

Different requirements in various international markets mean computers sold in those areas have some differences in parts and assembly. On the COMPAQ DESKPRO 386s, even those changes are minimal.

"The keyboard and power cord are the only changes needed for international units," Hartley explained. "Manufacturing doesn't have to run separate lines for international units; they just put the appropriate keyboard and power cord in place at the end of the line. It's been well received in manufacturing," he added, smiling.

The advanced features of the new COMPAQ DESKPRO 386/25 also come with service advantages. Besides the fact that the computer can accommodate both a 387 co-processor and a Weitek co-processor at 25 MHz, comes standard with a Video Graphics Adapter (VGA), and offers a new expansion box with the potential of more than a gigabyte of hard drive storage — it has a 15-minute Mean Time To Repair (MTTR). That translates to "screwdriver time," explained Tom DuBois, Customer Service's Product Support Specialist for that project.

"It may take longer for dealers to do the paperwork than to repair the unit," he laughed. The COMPAQ DESKPRO 386s requires comparable or even less time to repair, excluding the time involved in running a Compaq diagnostic program to locate the problem.

With the release of each new product, Compaq updates a diagnostic program on a disk, which can be run on every COMPAQ computer — dating back to the original COMPAQ Portable, no longer manufactured — for an evaluation of where the problem lies. Using this program, dealer service technicians can get an onscreen evaluation, which then can be printed out. Technical personnel can "step down" through the evaluation with an easy-to-use windowed menu scheme.

The similarities of servicing both the 20-MHz and 25-MHz units are emphasized by the fact that only one service manual is required for servicing both machines.

"The technology is complex, but serviceability is not," said DuBois. "The machines are straightforward in their mechanical design and layout, and therefore easy to service."

Reduced dealer cost is a big benefit of easy-to-service machines, according to Hartley.

"The way things have been modularized in the COMPAQ DESKPRO 386s, for instance, a smaller spare parts inventory is required to maintain it. Inventory cost can be very difficult to control, so this is really a big help to our dealers."

Dick Kleven, Product Service Manager for New Products, pointed out easy service can contribute greatly to sales of a computer line.

"Salespeople listen to service people," he said. "So do customers. What the technician says when he goes to a customer's site to service a unit can easily influence an end-user decision to buy a hundred more. The customer wants to have assurance that good service will be available. If a technician feels confident about working on the computer, the customer will be more likely to purchase more of that product."

"Service people do have a big impact on sales," added Hartley.

Kleven explained a real strength of the COMPAQ computers is that quality was not sacrificed in the efforts to make them easy to service.

That helped the group look forward to the intensive training schedule for Authorized Dealer key technical personnel, which involved training more than 125 people — from telephone support centers to logistics managers — on the servicing aspects of the new products shortly before they were announced.

Meanwhile, international Compaq Field Service representatives joined their U.S. counterparts in Houston for training on the units.

"The cover is held in place with three thumb screws that a quarter will fit into," Roach said as he prepared to repeat his previous demonstration. This time, however, the group had a concern.

"Is that a Canadian quarter or a U.S. quarter?" queried a representative. As the group laughed, Roach didn't miss a beat.

"Either one," he grinned as he bent over the unit with a quarter and began taking it apart.



Service personnel get hands-on experience with new computers under the direction of Technical Instructor Gary Simpson, right, and George Edwards, Manager of Technical Training, Corporate Training, standing

Reminder

Fireworks planned for Fourth of July

Compaq is co-sponsoring a Fourth of July fireworks display at Willowbrook Mall in northwest Houston.

The fireworks begin July 4 at 9 p.m.; however, because of anticipated traffic in the area, people are encouraged to arrive early.

The display will be accompanied by music broadcast from the roof of the mall, and will last approximately 15 minutes.

Concession areas will be open in the mall before and after the display, remaining open until 10 p.m.

A local radio station is expected to have a mobile studio at the event, providing live coverage for its listeners.

The display will be available from virtually any spot in the mall lot, according to Sally Coulson, Marketing Manager for Willowbrook Mall. People may watch from their cars, or bring lawn chairs for seating.

Willowbrook Mall is located at the intersection of FM 1960 and FM 149.



The COMPAQ portable family of computers: from left, the COMPAQ PORTABLE 386, COMPAQ PORTABLE II, and COMPAQ PORTABLE III.

Compaq —

Extending the lead in
high-performance
portable and desktop
personal computers



The COMPAQ DESKPRO 386 international family of computers, while offering the same models sold in the U.S., meet specialized requirements for personal computers sold in countries outside the U.S. First row, from left, are the COMPAQ DESKPRO 386, the COMPAQ DESKPRO 386/20 and the new COMPAQ DESKPRO 386/25. Above is the new COMPAQ DESKPRO 386s.

COMPAQ

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